

**University of Texas at El Paso - Department of Communication**  
**Official Course Outline & Information – Fall 2023**  
**COMM 4330 - Media Planning (UTEP Connect)**

**NOTE:** This course syllabus serves as an official agreement between the instructor, Professor Carolyn Mitchell, and the enrolled students. You will be held to the policies, procedures and standards stated within this syllabus. Therefore, it is your responsibility to read it no later than the first day of class. Please print this document and keep a copy for your records.

**Section – 13824**

**Instructor: Professor Carolyn Mitchell**

**First Class Session: Mon., August 28, 2023**

**E-Mail: [cmitchel@utep.edu](mailto:cmitchel@utep.edu)**

**Online Office Hours:**

**Monday – Thursday**

**8:30 a.m. – 9:20 a.m. (Mountain Standard Time)**

**UTEP Department Office:**

**Room 202/Cotton Memorial (915) 747-5129**

**COURSE DATES:** This three-credit course is a 7-week course that follows the UTEP Online calendar. The course begins on August 28, 2023, and ends October 16, 2023.

**COURSE CREDITS:** 3 hours

**LOCATION:** This course is a full Web course and is conducted in Blackboard.

**NOTE:** Responses to email, discussion forums, and telephone messages may not be instantaneous except as noted for the online office hours. During that time period your instructor will be online and available to answer your questions. Please factor in additional response time when communicating with your instructor outside of the online office hours.

<b>COURSE TECHNICAL INFORMATION</b>
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**COURSE FUNDAMENTALS:**

To successfully navigate the online portion of this course you must be computer competent in the following:

- Microsoft Word/Office
- Adobe Flash
- E-mail, including sending and receiving attachments
- The Internet using a Web browser

**NOTE:** If you do not have Microsoft Office, check with your University of Texas branch store for the special Microsoft Office package which includes Word, Excel and PowerPoint. Contact the UTEP Bookstore (915)747-5594 for more information.

**BLACKBOARD LEARN COURSE MANAGEMENT SYSTEM:**

You must use Blackboard Learn to participate in this course. You will need a computer with access to the Internet. Wi-Fi is available free at UTEP, and computers are also available for students to use in campus wide computer centers. In order to use any UTEP Computer Lab you must have a valid UTEP Student I.D. card.

- PC users: use the most current version of Google Chrome or Mozilla Firefox
- Mac users: use the most current version of Safari

Your web browser should display frames, run the latest version of Java and JavaScript, and have cookies enabled. You must also be able to view:

- Pop-up windows;
- PowerPoint presentations;
- Word documents;
- PDF files;
- Flash files; and
- be able to listen to sound.

It is recommended that you take the time to read the HELP screens and student support information available at: <https://help.blackboard.com/> (click on the STUDENT tab close to the bottom of the screen).

**TECHNICAL REQUIREMENTS:**

The University of Texas at El Paso provides free 24/7 Helpdesk support to registered students through the Tech Support Company. The Helpdesk can provide answers to questions about using technology and services, as well as technical support. Please visit the technical support page for more information.

**COURSE DESCRIPTION and REQUIREMENTS****COURSE PREREQUISITES:**

Senior standing and completion of COMM 2330 with a grade of “C” or better. It is recommended that COMM 3332, 3333, and 3338 also be completed. If these courses have not been completed, you will need instructor approval to take this course.

**COMM 4330 COURSE DESCRIPTION and OBJECTIVES:**

This course is designed to provide you with a basic understanding of the paid commercial mass media in the United States and how they are incorporated into the advertising process. We will discuss the planning, selection and evaluation of all major advertising (commercial) media and consider the various decisions and problems that arise in those processes. In addition to gaining a broad knowledge of the various factors that influence the mass media, you will learn specifically how advertisers plan and implement media decisions. In its simplest form, this class will introduce you to the skills and concepts necessary to place advertising messages in the various commercial mass media types. Upon satisfactory completion of this course, you should be able to:

- Identify the major mass commercial media and how each works and obtains advertising results;
- Distinguish between paid, owned and earned media;
- Distinguish between various key advertising media concepts from rating and share to effective reach and frequency distribution;

- Evaluate media markets, types and vehicles;
- Recognize the commonly used formulas and calculation techniques associated with media math, and
- Develop a complete media plan complete with strategies and selected media vehicles to achieve media goals--- on time and within budget.

#### REQUIRED TEXT:

One textbook will be used throughout the semester and is available through the UTEP bookstore. **The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying** (Routledge Communication Series) (Paperback) by Helen Katz (Author); Publisher: Taylor and Francis; 6th edition (2017); ISBN-13: 978-1-138-68916-9.

Likewise, there will be a number of documents posted online throughout the semester. It will be your personal responsibility to review these and utilize the information when appropriate.

#### ADDITIONAL READING/VIEWING ASSIGNMENTS:

Throughout the course, you will be asked to read advertising periodicals and other publications that have print advertising such as daily and/or weekly newspapers, and consumer and business magazines. Likewise, you may be asked to watch commercial television broadcasts, to listen to selected radio programs, and to review identified websites. You should have access to these media.

You also should take advantage of popular online advertising periodicals which are available at [www.adage.com](http://www.adage.com) and [www.adweek.com](http://www.adweek.com).

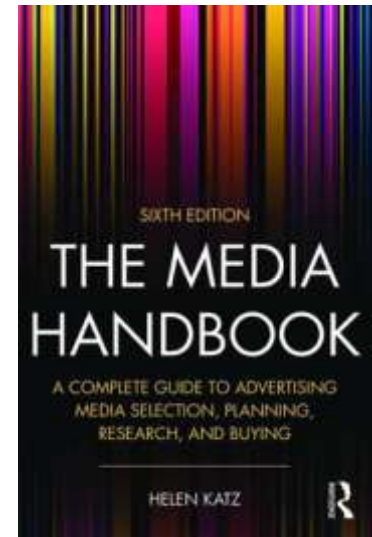
#### METHODS OF INSTRUCTION:

Online lectures will be provided for reading along with selected online articles and textbook chapter assignments. Additionally, online discussions will be combined with planned exercises to provide opportunities for personal growth and understanding. The exercises require students to respond as they might in real situations, thus providing a "safe" environment in which to try out new communication behaviors, refine behaviors, and discover a variety of ways of approaching important communication problems. Opportunities to view video material will be provided along with online blogs from individuals in the professional arena. All class material and lectures will be presented in a variety of formats, including Word documents, PDF documents, Flash presentations with sound, and interactive flash presentations with sound.

#### GRADING:

Grammar, spelling, and style will be considered when grading written assignments. Please check your spelling and grammar *before* submitting your work. You are expected to use proper English grammar. IM, chat, and email slang and abbreviations are not acceptable forms of communication in this course. Please do not use them in homework, the discussion forums, or in emails to your instructor.

Computer related problems are never a valid excuse for not completing or submitting an assignment on time. Therefore, it is advisable to complete the assignments early enough to consider any problems that may occur. **Late assignments will *not* be accepted.** Should you encounter



technical issues when using Blackboard, contact the UTEP Help Desk for assistance.

<https://www.utep.edu/irp/technologysupport/>

**EVALUATION: Point values are assigned to the following:**

Written unit tests (2 @ 250 points each)	up to 500 points
Syllabus Quiz (1 @ 50 pts)	up to 50 points
Online discussion boards (7 @ 50 pts each)	up to 350 points
Graded Assignments (6 @ 100 points each)	up to 600 points
Media Plan	up to 700 points
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Total	up to 2200 points

Letter grades will be based on these scores:

- A = 2200 - 1980
- B = 1979 - 1760
- C = 1759 - 1540
- D = 1539 - 1320
- F = 1319 and below

**STUDENT WITHDRAWAL:**

The last day for students to drop a class or completely withdraw with an automatic "W" is October 06, 2023. After the student drop deadline, students may be dropped from a course with a grade of "F". A grade of "W" can be assigned only under exceptional circumstances and only with the approval of the instructor and academic dean. The student must petition for the "W" grade in writing and provide the necessary supporting documentation.

A grade of "I" for "Incomplete" will be given only when unusual circumstances have prevented a conscientious student from completing the requirements of the course in a timely manner. An "I" is a rare grade, and if used, the student and instructor must fill out and file an incomplete grade contract form PRIOR to the end of the semester.

**CLASS POLICIES and ACTIVITIES**

**ASSIGNMENTS:**

Due dates for assignments and activities are clearly indicated on the accompanying pacing schedule as well as with the online assignments and activities. Students are expected to be ready for class by being prepared with reading assignments and/or discussion material. **Late assignments will not be accepted.** The class is designed to be informative and educational, and to encourage students to have "fun" with the material. However, keep in mind that written communication skills are especially important and emphasized throughout the semester.

- Assignment #1 – Personal Media Diary
- Assignment #2 – Consumer Profile
- Assignment #3 – Writing Media Objectives
- Assignment #4 – Writing a Media Strategy
- Assignment #5 – Media Types for Media Plan
- Assignment #6 – Preliminary Budget

**TESTS:**

In addition to the Syllabus Quiz, two (2) comprehensive tests will be given during the semester and cover material from the textbook and posted lectures. Tests will be comprised of true/false, multiple choice, fill-in-the-blank and short essay styled questions. Students may use their textbook when taking the tests. The test is timed at 120 minutes and students have only one attempt when taking the test. Once the test is submitted, the test will be graded and reviewed by the instructor and test grades will be issued. Each test is worth up to 250 points. Dates of the tests are announced well in advance, therefore no makeup tests will be given. **Exams cannot be taken after the designated test date.**

**DISCUSSION BOARDS:**

Participating in class discussions is extremely important. Students are expected to be prepared for the discussion topics by reading all of the posted material in advance of the posting. Students should post early and prior to the posting deadline to ensure maximum points. The discussion boards are designed in such a way that you post your initial comments on one day and then read and respond to your classmates on the following day. The discussion board topics are as follows:

- Discussion Board #1 – Meet your Classmates
- Discussion Board #2 – Media Post and Ad Age LNA pdf
- Discussion Board #3 – Identifying the Marketing Environment
- Discussion Board #4 – Media Strategy
- Discussion Board #5 – In-Store Advertising
- Discussion Board #6 – Exploring the Media
- Discussion Board #7 - Nielsen's Top Ten

**SEMESTER PROJECT:**

The class requires the preparation of a national media plan from a case study provided by the instructor. It will represent the proposed recommendations and rationales associated with a real-life client. Do not wait until the last minute to begin the media plan. It is the heart of the course and will be reviewed critically. Make allowances for unexpected catastrophes such as printer problems, a backlog in the lab, and projects for other classes among other situations. Further explanation and detail of the media plan will be provided on a downloadable document.

**ZOOM MEETINGS:**

Weekly ZOOM meetings has been scheduled for the semester. Each meeting will be approximately 30 minutes in length and is designed to address the class requirements and activities. There may be an occasion for additional ZOOM meetings based on student's requests and/or needs for clarification of material. Additionally, private, one-on-one ZOOM meetings also can be scheduled with your professor. Please contact your professor by email or Blackboard messaging to make these arrangements.

**EXTRA CREDIT:**

There are two extra credit discussion boards worth up to 25 points each. These are optional activities and scheduled mid-semester and at the end of the semester. If you feel you would benefit from the extra credit points, you are encouraged to participate in these discussion boards. There are no other extra credit opportunities.

**Extenuating circumstances preventing test taking and/or class assignments and activities being turned in on time:**

There may be situations arise that cause obstacles to students taking a test, participating in a discussion, or turning in assignments. Medical emergencies, a death in the family, and the like may pose a conflict to scheduled class activities. Students should contact the instructor directly at [cmitchel@utep.edu](mailto:cmitchel@utep.edu), acknowledging and explaining the situation at hand, and be prepared to provide written documentation to support the absence. Contact should be as soon as possible and preferably 48 hours in advance. Personal business, out-of-town trips, advisor appointments, and the like should be scheduled at a time that does not conflict with class requirements.

**IMPORTANT 2023 DATES TO REMEMBER:**

August 28	First day of COMM 4330 Media Planning and Buying online class
September 5	Students may drop a class before Census date without any penalty reflected in their transcript
September 18	Test #1
October 2	Test #2
October 6	Last day to drop the class with an automatic "W"
October 14	Media Plans Due

**ONLINE LEARNING**

*If this is your first online class, this section is especially important reading. Even if you have taken an online class before, please review this information.*

Often students new to online learning perceive and expect online courses to be easy and involve little to no work on their part. This is a misperception, and in fact, online courses may be more demanding than a face-to-face course depending on the learning style of the student.

All online material is copyrighted and protected and only available for online viewing. No documents or lectures will be available for download. The online portion of this course will be conducted through UTEP's Blackboard Learning Management System. When participating in this course, you are expected to communicate online with your instructor and other classmates about specific assignments. Most of your work, however, is done on your own through reading assignments and accompanying lecture materials as appropriate. This course is *not* self-paced. You will have weekly assignments and activities with weekly due dates. In order to successfully complete this course, you must submit your assignments and activities on time. All posting deadlines expire as noted with the activities and assignments.

**IF YOU HAVE QUESTIONS:**

When taking an online course, you must take the initiative to ask your instructor questions if you do not understand the material. Your response from the instructor may not be instantaneous. You must learn to factor in the response time when completing your work. If you wait until the last day, you may not have time to receive a response before your assignment is due. Please review the online office hours for the instructor as noted on the first page of this document.

**WEEKLY TIME COMMITMENT:**

Although this course is taught online, your total time commitment will be the same as a traditional face-to-face full-semester (15 week) three-credit hour class. Each week you should expect to spend a minimum average of 10-12 hours per week on this course. This includes online class time as well as study/homework per week. Multiple topics are discussed each week and multiple weekly assignments are required (refer to the "Important Dates to Remember" at the end of this syllabus and the accompanying pacing schedule for more information). Look carefully at your work schedule, school schedule, and family obligations and allow plenty of time for each.

**NETIQUETTE RULES:**

Online etiquette is important to keep in mind when communicating with others on the Internet. These core rules of netiquette are excerpted from the book *Netiquette* by Virginia Shea (Albion Books, 1997) and other online sources.

Begin messages with a salutation and end them with your name. Use a signature (a footer with your identifying information) at the end of a message

Give a descriptive phrase in the subject line of the message header that tells the topic of the message (not just "Hi, there!").

Avoid sarcasm. People who don't know you may misinterpret its meaning.

Always use good grammar and correct spelling. Poor grammar and miss-spelled words are unprofessional and reflect poorly on you and your message.

Always proofread your message! Do not write messages that are confrontational, rude, foul mouthed, or All Caps (MEANS SHOUTING!). A good suggestion is to read aloud your message to ensure it is a polite and courteous communication for your audience.

Good tone is critical with electronic writing. The wrong words can leave a bad impression and upset the reader--especially with emails and in online classrooms.

Don't plagiarize. Someone spent a long time coming up with their content. When you borrow something from someone, give them the credit. Site their name or their site. Identify where you have gotten your information.

Use proper quotes and always use the whole quote. Don't take quotes out of context and don't be selective about which part of the quote you want to use.

Adhere to the same standards of behavior online that you follow in real life. People sometimes forget that there's a human being on the other side of the computer, some people think that a lower standard of ethics or personal behavior is acceptable in cyberspace. It is not.

Share expert knowledge. If you're a participant in a discussion group and if you've researched a topic that you think would be of interest to others, write it up and post it. If you have a list of resources or bibliographies, share it with your classmates.

Be forgiving of other people's mistakes. If it's a minor error, you may not need to say anything. Even if you feel strongly about it, think twice before reacting. If you do decide to inform someone of a mistake, point it out politely, and preferably by private email rather than in public. Give people the benefit of the doubt; assume they made an honest mistake.

For further information, go to: <http://www.albion.com/netiquette/corerules.html>

**UNIVERSITY POLICIES****Scholastic Honesty and Student Discipline:**

The University of Texas at El Paso expects students to maintain the highest standard of honor in their scholastic work. Scholastic dishonesty (which includes the attempt of any student to present the work of another as his or her own, or any work which s(he) has not honestly performed or attempting to pass any examination by improper means) is a serious offense and will subject the student to disciplinary action. The aiding and abetting of a student in any dishonesty is held to be an equally serious offense.

All alleged acts or scholastic dishonesty will be reported to the Dean of Students for disposition. It is the Dean of Student's responsibility to investigate each allegation, dismiss the allegation, or proceed with disciplinary action in a manner which provides the accused student his or her rights of due process.

Students are expected to assume personal responsibility, to be socially mature and independent, and to function satisfactorily within a structured learning environment. Students participating in this online class should ONLY be those students OFFICIALLY enrolled in the course and section.

The obstruction or disruption of any teaching, research, administrative, disciplinary, public service or other authorized activity on campus is prohibited; any student or group of students creating such an obstruction or disruption will be subject to disciplinary action.

**CENTER FOR ACCOMMODATIONS AND SUPPORT SERVICES POLICY:**

As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, individuals with disabilities have the right to equal access and opportunity. If a student needs an accommodation, then the Center for Accommodations and Support Services (CASS) at UTEP needs to be contacted. If you have a condition which may affect your ability to perform successfully in this course, you are encouraged to discuss this in confidence with the instructor and/or the director of CASS. You may call 915-747-5148 for general information about the American with Disabilities Act (ADA) and the rights that you have as a UTEP student with a disability. You can also contact them by email to [cass@utep.edu](mailto:cass@utep.edu). Or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at [www.sa.utep.edu/cass](http://www.sa.utep.edu/cass). CASS Staff are the only individuals who can validate and if necessary, authorize accommodations for students with disabilities.

**COPYRIGHT NOTICE**

Many of the materials that are posted within this course are protected by copyright law. These materials are only for the use of students enrolled in this course and only for the purpose of this course. They may not be further retained or disseminated.